

Opening up a World of Film

*“This is an exciting time for film audiences across the whole of the UK. Chapter are delighted to be the regional FHLO (Film Hub Lead Organisation) for Wales and to be part of what is a truly ground-breaking initiative from the BFI. Working with people across Wales and the wider UK, **Film Hub Wales** will work to ensure the delivery of a 4-year programme that is relevant, innovative and challenging and will cover the length and breadth of Wales. The significant support from the BFI and from our Hub members will ensure the development of wider access for audiences to engage with a wide range of film through events, screenings, education opportunities and collaboration with other practitioners and regional HLOs.”*

Sally Griffith,

Director of Film & Cinema at Chapter / Director of Film Hub Wales

What is Film Hub Wales?

Film Hub Wales (FHW) is one of nine ‘hubs’ UK wide funded by British Film Institute (BFI) to form the Film Audience Network (FAN). Chapter has been appointed the Film Hub Lead Organisation (FHLO) for Wales, with the mission to bring new film experiences to audiences across the nation and beyond.

In partnership with our cinemas, arts centres, community venues, societies, festivals and wider film practitioners, FHW aims to celebrate and support the vibrant cultural film sector here in Wales, working together to expand and increase choice for audiences, regardless of where they live.

We have been awarded up to £200,000 per year, for four years, to invest in exhibition projects that build and sustain connections to education, archive, talent and special events that are informed by audience needs and celebrate our wider cultural heritage.

Our objectives

- Development of an innovative, adventurous and significant cultural film programme Wales wide,
- To celebrate Welsh language, heritage and culture, offering a platform for Welsh talent,
- Increase access to British [independent](#) and world cinema through events, screenings and education opportunities,
- Support a network of regional, national and international partnerships and share best practice, leading to a more confident, vibrant & collaborative film sector,
- Sharing programming ideas, access, debate and information exchange via training and mentoring,
- To research, understand and develop diverse, life-long audiences for film across the UK,
- Development of innovative approaches to digital technology to promote connectivity,
- To identify and support rural venues in underserved / areas of cultural poverty where audiences are hard to reach.

Membership

FHW’s members are at the heart of this project, the more members and partnerships we build, the greater impact we can make for audiences and our exhibition sector in Wales.

FHW welcomes new members year-round. Member organisations may include:

- Independent cinemas
- Mixed arts venues
- Film societies
- Community cinema providers
- Film festivals
- Film archives
- Commercial cinemas
- Film educators
- Broadcasters
- Wider film/arts organisations that have an interest in working with film.

Membership Criteria

To become a FHW member, your organisation will need to share the objectives of FHW above in addition to the wider objectives of the BFI Film Audience Network (FAN):

- **Reach** – to increase and broaden audiences for specialised and independent British film,
- **Breadth** – to considerably extend film choice for audiences across the UK,
- **Depth** – to enhance opportunities for audiences to engage with and learn about film leading to a better understanding of audiences,
- **Capability** – enhanced expertise in key areas via training and mentoring, which supports network objectives,
- **Partnerships** – a collaborative Network which works together effectively to deliver an exciting programme of film a range of settings and platforms,
- **Leverage** – to raise additional investment for film exhibition activity across the network,
- **Diversity** – catering to underserved audiences, making a variety of content widely accessible.

Fees

Membership to Film Hub Wales is free. To join, please complete our application form.

Benefits for Members

Audience

- Access to Film Hub Wales' Network and Audience Development funds (All members may apply for *training bursaries and support for Welsh film and archive projects but member criteria applies to the Audience Development Fund. Please see our guidelines for more details*),
- Marketing support through FHW web and UK wide initiatives, social media and other outlets with potential to raise awareness of your organisation,
- Potential to participate in audience research initiatives that will aim to better understand audience behaviour and improve individual data collection,
- The opportunity to participate in high quality special events and UK wide blockbuster seasons,
- The opportunity to pool programme resources and share best practice.

Network

- Potential to benefit from Hub fundraising,
- Industry advice and partnership support from the Film Hub Wales team and members,
- Access to Hub meetings where there is potential to collaborate through cultural programming, develop new projects and discuss new developments within the sector,
- Access to bursaries with opportunities for bespoke training and mentoring,
- Increased connectivity, through links to wider hub members, film practitioners and organisations UK wide (Cinema for All, British Film Institute, Independent Cinema Office),
- Explore potential links to digital technologies via CAN and other relevant organisations and advocacy for sector needs,
- Opportunities for communication with established independent UK venues, offering potential for increased admissions,
- Representation and advocacy on a national level via FHW at UK Hub meetings and events and internationally via organisations such as Europa Cinema,
- Access to regular updates with information on upcoming programmes and industry news.

Funding Available

Audience Development

Funding will be made available to exhibition projects with national, regional or local community reach that support adventurous programming, such as targeted screenings for hard to reach groups, youth or family audiences, archive, pop-up screenings, life-long learning or cross arts.

Network Development

Training and Skills

Bursaries of up to £500 are available to enable members to attend training workshops, festivals, conferences and networking opportunities.

Marketing

FHW will work with members to test flexible approaches to programming and audience development.

Research

Wales wide research projects that aim to explore and understand the current landscape of film in Wales and the audiences within both rural and urban areas, the UK and the wider market. Research will support local exhibitors and UK wide partner initiatives where possible.

Hub Advisory Group

We have brought together a Strategic Hub Advisory Group who will guide and monitor strategy around all areas of hub development. Group members have been selected based on their varied expertise:

- **Sally Griffith**, Director of Film and Cinema at Chapter/Director Film Hub Wales
- **Jim Barratt**, Bigger Picture Research
- **Berwyn Rowlands**, The Festivals Company, Iris Prize Film Festival
- **Dr. Katie Featherstone**, Cardiff University and Tinted Lens
- **Steve Blandford**, Chapter Board
- **Julia Grime**, Theatr Clwyd
- **Gareth Bailey**, Aberystwyth Arts Centre/Abertoir International Horror Festival
- **Tom Barrance**, Learn About Film
- **Dan Thomas**, Ffilm Cymru Wales
- **Angie Dickinson**, Pontardawe Arts Centre

A sub-committee comprising of 5 Hub Advisory Members will also be formed to guide network priorities.

Contact details

Hana Lewis, Strategic Hub Manager

hana@filmhubwales.org

02920353740

Lisa Nesbitt, Development Officer

lisa@filmhubwales.org

02920 311067

Chapter, Market Road, Cardiff, CF5 1QE

www.filmhubwales.org

 [/filmhubwales](https://www.facebook.com/filmhubwales)

 [@FilmHubWales](https://twitter.com/FilmHubWales)